High Point, known as "The Industrial City," could readily be termed "The Balanced City." For here, in addition to 153 factories and mills, are the banks, shops and stores which serve a retail trade area of 75,000; here are broad, tree-shaded streets; the charm of flower gardens, and the comfort of luxurious and modest homes. Here are recreation centers, sports and entertainment.

J. B. ARMSTRONG NEWS AGENCY, WINSTON-SALEM, N. C.

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H-9—Main Street, at Night, Looking South, High Point, N. C.